

Docket No. CANN-0208

**IN THE UNITED STATES PATENT AND
TRADEMARK OFFICE**
PRELIMINARY AMENDMENT

Applicant: Cannon

Docket No.: CANN-0208

Serial No.:

Group Art Unit:

Filed:

Examiner:

TITLE: METHOD AND
APPARATUS FOR
ANALYZING DATA AND
ADVERTISING
OPTIMIZATION

This application is a divisional of application Serial No. 09/038,380, filed 03
211 PAT. NO. 6,281,005

November, 1998. Please accept the following preliminary amendment and please amend the
divisional application filed herewith as follows:

I HEREBY CERTIFY THAT THE CORRESPONDENCE TO WHICH THIS STATEMENT IS AFFIXED IS BEING DEPOSITED WITH
THE UNITED STATES POSTAL SERVICE, POSTAGE PAID, AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO THE
COMMISSIONER OF PATENTS AND TRADEMARKS, WASHINGTON, D.C., 20231, ON: March 22, 2001

SIGNED: Heather Clark

Heather Clark

09814622-032201